

365. ABSTRACT

In the line numbering from our first application,  
please delete lines 366 through and including line 375.

~~366. — A cylindrically curved self supporting changeable indicia substrate —  
367. retaining display for securing and displaying a variety of printed indicia substrates; —  
368. more particularly, as a changeable golf sponsor display; comprising an indicia —  
369. substrate retaining appendage formed by a completely through cut, and tear —  
370. preventive, indicia substrate retaining slit in a single flexible planar display substrate.  
371. Said indicia substrate is secured by surrounding and retained curvature stresses —  
372. when subjected to directionally predetermined compression; with all tensions —  
373. retained by a ground penetrating fixed width wire rod leg set that is vertically —  
374. invertable and or retractable for use as an indoor self supporting counter or —  
375. floor display.~~

376.

377.

378. Please add new lines 379 through 392 to read;

new 379. A thin, planar polymer plastic substrate body forms a curved display for retaining  
new 380. a sheet of paper. An inverted u-shaped slit(24) is cut through the substrate body,  
new 381. and is located in an approximate center of the substrate body where two distal  
new 382. endpoints(22) located at the slit's bottom portion are directioned inwardly and  
new 383. upwardly to prevent tearing of the substrate body. An appendage(28)  
new 384. established by the slit is sized to be smaller in size than the paper which is adapted  
new 385. to be sandwiched between a rearward and concave surface of the substrate body  
new 386. and a frontward and convex surface of the appendage. The paper is more securely  
new 387. retained without tearing of the substrate body when the substrate body is in a laterally  
new 388. curved position(34). A preferred means of retaining the substrate body's curved  
new 389. position is folded tabs(36) which establish apertures(18) for retaining a wire rod  
new 390. leg set(14) for ground insertion or table top use when the leg set is inverted. A user  
new 391. may quickly change paper by pulling the substrate body's upper portion downward  
new 392. and away from the paper retaining appendage(28).

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